

Amendments to the Claims

This listing of claims will replace all prior versions and listings of claims in this application:

Listing of Claims

1-13. (Canceled)

14. (Currently amended) A method of presenting a forced advertisement to a television viewer comprising:

- detecting the forced advertisement in an incoming video stream;
- displaying the forced advertisement; and
- in response to continuing to present the forced advertisement after the television viewer [[turns]] turning on and off and on user equipment on which the forced advertisement was being presented, presenting the forced advertisement from the beginning of the forced advertisement or recommencing the forced advertisement from the point at which the user equipment was turned off.

15. (Currently amended) The method of claim 14, ~~wherein presenting of the forced advertisement comprises~~ further comprising preventing the television viewer from changing channels during playing of the forced advertisement.

16. (Currently amended) The method of claim 14, wherein ~~presenting of the forced advertisement comprises~~ storing the forced advertisement is stored in the user equipment.

17-39. (Canceled)

40. (Currently amended) A system for presenting a forced advertisement to a television viewer comprising:

a processor ~~[[that]]~~ configured to:

determine~~[[s]]~~ the forced status of an incoming advertisement and

in response to that continues to present
~~the forced advertisement after~~ the television viewer
~~[[turns]]~~ turning on and off and on user equipment on which the forced advertisement was being presented, present the forced advertisement from the beginning of the forced advertisement or recommence the forced advertisement from the point at which the user equipment was turned off; and

a display that displays the forced advertisement.

41. (Currently amended) The system of claim 40, wherein the processor is further configured to ~~[[also]]~~

prevent[[s]] the television viewer from changing channels during playing of the forced advertisement.

42. (Previously presented) The system of claim 40, further comprising a storage device in the user equipment for storing the forced advertisement.

43. (Currently amended) A system for presenting a forced advertisement to a television viewer comprising:

means for detecting the forced advertisement in an incoming video stream;

means for displaying the forced advertisement;

and

~~means for continuing to present the forced advertisement after~~ in response to the television viewer [[turns]] turning on and off and on user equipment on which the forced advertisement was being presented, means for presenting the forced advertisement from the beginning of the forced advertisement or recommencing the forced advertisement from the point at which the user equipment was turned off.

44. (Currently amended) The system of claim 43, ~~wherein the means for presenting of the forced advertisement comprises~~ further comprising means for preventing the

television viewer from changing channels during playing of the forced advertisement.

45. (Currently amended) The system of claim 43, wherein ~~the means for presenting of the forced advertisement comprises means for storing~~ the forced advertisement is stored in the user equipment.

46. (Currently amended) A machine-readable medium for presenting a forced advertisement to a television viewer, the machine-readable medium comprising machine program logic recorded thereon for:

detecting the forced advertisement in an incoming video stream;

displaying the forced advertisement; and

in response to continuing to present the forced advertisement after the television viewer [[turns]] turning on and off and on user equipment on which the forced advertisement was being presented, presenting the forced advertisement from the beginning of the forced advertisement or recommencing the forced advertisement from the point at which the user equipment was turned off.

47. (Previously presented) The machine-readable medium of claim 46, further comprising machine program logic

recorded thereon for preventing the television viewer from changing channels during playing of the forced advertisement.

48. (Previously presented) The machine-readable medium of claim 46, further comprising machine program logic recorded thereon for storing the forced advertisement in the user equipment.

49. (Previously presented) A method for displaying a forced advertisement on a display, the method comprising:

receiving a broadcast advertisement in a video stream;

determining that the broadcast advertisement is associated with a first advertiser;

selecting a forced advertisement associated with a second advertiser to replace the broadcast advertisement, wherein the second advertiser is a competitor of the first advertiser; and

displaying the forced advertisement on the display.

50. (Previously presented) The method of claim 49, further comprising storing the forced advertisement in user television equipment.

51. (Previously presented) The method of claim 49, wherein determining that the broadcast advertisement is associated with a first advertiser comprises detecting programming tags associated with the broadcast advertisement.

52. (Previously presented) The method of claim 49, wherein determining that the broadcast advertisement is associated with a first advertiser comprises detecting close captioning data associated with the broadcast advertisement.

53. (Previously presented) The method of claim 49, wherein displaying the forced advertisement comprises displaying the forced advertisement for the duration of the broadcast advertisement.

54. (Previously presented) A system for displaying a forced advertisement on a display, the system comprising:

means for receiving a broadcast advertisement in a video stream;

means for determining that the broadcast advertisement is associated with a first advertiser;

means for selecting a forced advertisement associated with a second advertiser to replace the broadcast advertisement, wherein the second advertiser is a competitor of the first advertiser; and

means for displaying the forced advertisement on the display.

55. (Previously presented) The system of claim 54, further comprising means for storing the forced advertisement in user television equipment.

56. (Previously presented) The system of claim 54, wherein the means for determining that the broadcast advertisement is associated with a first advertiser comprises means for detecting programming tags associated with the broadcast advertisement.

57. (Previously presented) The system of claim 54, wherein the means for determining that the broadcast advertisement is associated with a first advertiser comprises means for detecting close captioning data associated with the broadcast advertisement.

58. (Previously presented) The system of claim 54, wherein the means for displaying the forced advertisement comprises means for displaying the forced advertisement for the duration of the broadcast advertisement.

59. (Previously presented) A system for displaying a forced advertisement, the system comprising:

a display device; and
processing circuitry configured to:
 receive a broadcast advertisement in a
video stream;
 determine that the broadcast
advertisement is associated with a first advertiser;
 select a forced advertisement associated
with a second advertiser to replace the broadcast
advertisement, wherein the second advertiser is a competitor
of the first advertiser; and
 direct the display device to display the
forced advertisement.

60. (Previously presented) The system of claim 59,
further comprising a storage device, wherein the processing
circuitry is further configured direct the storage device to
store the forced advertisement.

61. (Previously presented) The system of claim 59,
wherein the processing circuitry is further configured to
detect programming tags associated with the broadcast
advertisement.

62. (Previously presented) The system of claim 59,
wherein the processing circuitry is further configured to

detect close captioning data associated with the broadcast advertisement.

63. (Previously presented) The system of claim 59, wherein the processing circuitry is further configured to direct the display device to display the forced advertisement for the duration of the broadcast advertisement.

64. (Previously presented) A machine-readable medium for use in displaying a forced advertisement on a display, the machine-readable medium comprising machine program logic recorded thereon for:

receiving a broadcast advertisement in a video stream;

determining that the broadcast advertisement is associated with a first advertiser;

selecting a forced advertisement associated with a second advertiser to replace the broadcast advertisement, wherein the second advertiser is a competitor of the first advertiser; and

displaying the forced advertisement on the display.

65. (Previously presented) The machine-readable medium of claim 64, further comprising machine program logic

recorded thereon for storing the forced advertisement in user television equipment.

66. (Previously presented) The machine-readable medium of claim 64, further comprising machine program logic recorded thereon for detecting programming tags associated with the broadcast advertisement.

67. (Previously presented) The machine-readable medium of claim 64, further comprising machine program logic recorded thereon for detecting close captioning data associated with the broadcast advertisement.

68. (Previously presented) The machine-readable medium of claim 64, further comprising machine program logic recorded thereon for displaying the forced advertisement for the duration of the broadcast advertisement.